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- (54) SYSTÈME ET MÉTHODE PERMETTANT AUX ANNONCEURS DE FAIRE DE LA PUBLICITÉ GRÂCE À UN SYSTÈME INTERACTIF D'IMAGES DE PUBLICITÉ INCORPORÉES ET AFFICHÉES DANS LA PROGRAMMATION TÉLÉVISUELLE DE POINTE, QUI EST UTILISÉ CONJOINTEMENT AVEC DES CANAUX DE TÉLÉVISION DE RECHANGE
- (54) SYSTEM AND METHOD ENABLING ADVERTISERS TO ADVERTISE VIA A SYSTEM OF INTERACTIVE ADVERTISEMENT IMAGES EMBEDDED AND DISPLAYED WITHIN ADVANCED TELEVISION PROGRAMMING AND UTILIZED IN CONJUNCTION WITH ALTERNATE TELEVISION CHANNEL(S)

(57)

The present invention is a method and system of commerce effectuating the advertising and marketing of consumer products through a system of advanced television advertising. The system comprises a system wherein interactive advertising images disruptive to the television viewing session are embedded within a television program in a manner whereby embedded image(s) appear within the visual field of a television program when viewed on an advanced television. In order for a viewer to remove the said image(s) from the visual field the viewer is required to interact with the image(s) via a viewer input device (e.g. remote control). Following the said viewer initiated interactive event the program containing the advertising image disappears from the visual field and a short advertising session is displayed during a latency period prior to the television re-tuning to the a television channel that does not contain advertising images. Once the returning process is completed a viewer is then able for a predetermined period of time to view the base television program uninterrupted by advertising images. The system operates via a system where multiple television signals are multiplexed together and transmitted to a viewer location via a communication network. The first multiplexed signal (Channel A) contains a base television program and embedded interactive advertising image(s), the second signal (Channel B) is encrypted and contains an identical version of the said base television program no advertising images. The third Channel (Channel C) contains an advertising sequence which may be interactive. When a viewer interacts with an image displayed on Channel A decryption and/or location identification code is produced while the television seamlessly re-tunes itself to channel C a short television commercial is displayed before the television re-tunes itself a second time to Channel B. During this procedure the identity of Channel A is stored by the processor and is used to re-tune to

Channel A when the Channel B viewing session is terminated. The primary source of income for the system will be from advertiser(s) that utilize the system in order to advertise and market product(s) and/or services(s).



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(54) **SYSTEME ET METHODE PERMETTANT AUX ANNONCEURS  
DE FAIRE DE LA PUBLICITE GRACE A UN SYSTEME  
INTERACTIF D'IMAGES DE PUBLICITE INCORPOREES ET  
AFFICHEES DANS LA PROGRAMMATION TELEVISUELLE  
DE POINTE, QUI EST UTILISE CONJOINTEMENT AVEC DES  
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(54) **SYSTEM AND METHOD ENABLING ADVERTISERS TO  
ADVERTISE VIA A SYSTEM OF INTERACTIVE  
ADVERTISEMENT IMAGES EMBEDDED AND DISPLAYED  
WITHIN ADVANCED TELEVISION PROGRAMMING AND  
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TELEVISION CHANNEL(S)**

(57) The present invention is a method and system of commerce effectuating the advertising and marketing of consumer products through a system of advanced television advertising. The system comprises a system wherein interactive advertising images disruptive to the television viewing session are embedded within a television program in a manner whereby embedded image(s) appear within the visual field of a television program when viewed on an advanced television. In order for a viewer to remove the said image(s) from the visual field the viewer is required to interact with the image(s) via a viewer input device (e.g. remote control). Following the said viewer initiated interactive event the program containing the advertising image disappears from the visual field and a short advertising session is displayed during a latency period prior to the television re-tuning to the a television channel that does not contain advertising images. Once the returning process is completed a viewer is then able for a predetermined period of time to view the base television program uninterrupted by advertising images. The system operates via a system where multiple television signals are multiplexed together and transmitted to a viewer location via a communication network. The first multiplexed signal (Channel A) contains a base television program and embedded interactive advertising image(s), the second signal (Channel B) is encrypted and contains an identical version of the said base television program no advertising images. The third Channel (Channel C) contains an advertising sequence which may be interactive. When a viewer interacts with an image displayed on Channel A decryption and/or location identification code is produced while the television seamlessly re-tunes itself to channel C a short television commercial is displayed before the television re-tunes itself a second time to Channel B. During this procedure the identity of Channel A is stored by the processor and is used to re-tune to Channel A when the Channel B viewing session is terminated. The primary source of income for the system will be from advertiser(s) that utilize the system in order to advertise and market product(s) and/or services(s).



SYSTEM AND METHOD ENABLING ADVERTISERS TO ADVERTISE VIA A SYSTEM OF INTERACTIVE ADVERTISEMENT IMAGES EMBEDDED AND DISPLAYED WITHIN ADVANCED TELEVISION PROGRAMMING & UTILIZED IN CONJUNCTION WITH ALTERNATE TELEVISION CHANNEL(S).

Inventors: Brad C Barrett & John Andrew Vasilakos

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**Abstract:** The present invention is a method and system of commerce effectuating the advertising and marketing of consumer product's through a system of advanced television advertising. The system comprises a system wherein interactive advertising images disruptive to the television viewing session are embedded within a television program in a manner whereby embedded image(s) appear within the visual field of a television program when viewed on an advanced television. In order for a viewer to remove the said image(s) from the visual field the viewer is required to interact with the image(s) via a viewer input device (e.g. remote control). Following the said viewer initiated interactive event the program containing the advertising image disappears from the visual field and a short advertising session is displayed during a latency period prior to the television re-tuning to the a television channel that does not contain advertising images. Once the retuning process I completed a viewer is then able for a predetermined period of time to view the base television program uninterrupted by advertising images. The system operates via a system where multiple television signals are multiplexed together and transmitted to a viewer location via a communication network. The first multiplexed signal (Channel A) contains a base television program and embedded interactive advertising image(s), the second signal (Channel B) is encrypted and contains an identical version of the said base television program no advertising images. The third Channel (Channel C) contains an advertising sequence which may be interactive. When a viewer interacts with an image displayed on Channel A decryption and/or location identification code is produced while the television seamlessly re-tunes itself to channel C a short television commercial is displayed before the television re-tunes itself a second time to Channel B. During this procedure the identity of Channel A is stored by the processor and is used to re-tune to Channel A when the Channel B viewing session is terminated. The primary source of income for the system will be from advertiser(s) that utilize the system in order to advertise and market product(s) and/or services(s).

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Description

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## BACKGROUND OF THE INVENTION

## 1. Field of the Invention

The present invention relates to a method and system of commerce involving a method(s) of advertising via an advanced television broadcast system.

## 2. Background

Since the inception of commercial television in the mid 1940s the economics of the commercial television system have remained relatively unchanged. From the beginning economic model of television generally operated by advertisers paying television networks to display their products and/or services during the broadcast of the networks television shows. Generally the more television viewers a television show was capable of attracting the more money it was able to charge advertisers for showing its commercial advertisements. As television grew in popularity and the impact of television grew television networks demanded more and more money advertisers were willing to keep, paying more for a variety of reasons that made the cost acceptable in terms of what they received. Advertisers discovered that the system worked because in exchange for the large amount of money command by television networks they delivered possibly the only effective method of a national audience of consumers, by reaching a national audience advertisers could criteria a national identity for a product amongst consumers, the national identification gave it large group of consumers allowing it to manufacture huge amounts of the product taking advantages of manufacturing economy's of scale that the advertisers competition that did not use television could not proceeding the television advertisers with a benefit. This structure of the business of subject to slight modifications is for the most part identical today.

With the advent of new technologies computer and image processing technology has stand to threaten the viability of the traditional economic model of commercial television. the most important change to television is coming as a result of the advent of digital televisions which is evolving from the computer and image processing technology and uses a series of "1" and "0"s rather than an analog signal to transmit information. The advent of digital technology has lead to the implementation of systems such as Replay TV™ and TiVo that have effectively created a smart television capable of effectively enabling television viewers to eliminate television commercials while watching television programming. For the most part these systems are simply a set-top box that records television programming to a hard disk that can

capture television programs on a storage facility as they are being broadcast a processor connected to the hard disc, utilising buffer technology these systems allow a television viewer to jump forward or backwards thereby bypassing television commercials. As a whole week and or months television viewing schedule will soon be able to be captured and replayed a viewer is then not watching the television signal live and with the storage device can quickly bypass the television commercials advertisements that disrupt their television viewing experience. The most serious problem these new technology pose to commercial television is in their ability power to enable television viewers to eliminate the television commercial. It is assumed that once it is commonly accepted by advertisers that television viewers are no longer viewing the television commercials advertisements that they pay to produce and display that advertisers will refuse to pay the ever growing amount of money or may even refuse to participate in television commercial advertising all together as being to great an expense to justify in comparison to expected returns.

It is accordingly an object of the present invention to establish a method and system of commerce effectuating the advertising and marketing of consumer products through a system of advanced television advertising.

It is a further object of the present invention to provide a system for enabling advertisers to advertise via a system of advanced television advertising whereby the television commercial advertising cannot be easily removed, avoided or eliminated by television viewers.

It is an additional object of the present invention there is a method and system of commerce effectuating the advertising and marketing of consumer products through a system of advanced television advertising. And wherein the system comprises a system wherein interactive advertising images disruptive to the television viewing session are embedded within a television program in a manner whereby embedded image(s) appear within the visual field of a television program when viewed on an advanced television. In order for a viewer to remove the said image(s) from the visual field the viewer is required to interact with the image(s) via a viewer input device (e.g. remote control). Following the said viewer initiated interactive event the program containing the advertising image disappears from the visual field and a short advertising session is displayed during a latency period prior to the television re-tuning to the a television channel that does not contain advertising images. Once the retuning process is completed a viewer is then able for a predetermined period of time to view the base television program uninterrupted by advertising images. The system operates via a system where multiple television signals are multiplexed together and transmitted to a viewer location via a communication network. The first multiplexed signal (Channel A) contains a base television program and embedded interactive advertising image(s), the second signal (Channel B) is encrypted and contains an identical version of the said base television program no advertising images. The third Channel (Channel C) contains an advertising sequence which may be interactive. When a viewer interacts with an image displayed on Channel A decryption and/or location identification code is produced while the

television seamlessly re-tunes itself to channel C a short television commercial is displayed before the television re-tunes itself a second time to Channel B. During this procedure the identity of Channel A is stored by the processor and is used to re-tune to Channel A when the Channel B viewing session is terminated. The primary source of income for the system will be from advertiser(s) that utilize the system in order to advertise and market product(s) and/or services(s).

### 3. SUMMARY OF THE INVENTION

In a preferred embodiment, the present invention provides a method and apparatus for producers, owners and distributors of television programs and other television content providers to replace some and/or all of the advertising revenues that they may forgo due to the advent of new technologies designed to enable viewers of advanced televisions to eliminate some and/or all of the revenue that now come from providing a venue for traditional television commercials advertisements that are normally broadcast and displayed along with a television program. These new technologies generally comprise some form of storage facility and processor with a television so that when the television signal is received by the television the television using a form of buffer technology is able to store enough of the program in its memory that it enable a television viewer to jump past the commercials display within the program effectively making the effect of the television commercial useless.

The present invention is a method and system of commerce effectuating the advertising and marketing of consumer product's through a system of advanced television advertising. The system comprises a system wherein interactive advertising images disruptive to the television viewing session are embedded within a television program in a manner whereby embedded image(s) appear within the visual field of a television program when viewed on an advanced television. In order for a viewer to remove the said image(s) from the visual field the viewer is required to interact with the image(s) via a viewer input device (e.g. remote control). Following the said viewer initiated interactive event the program containing the advertising image disappears from the visual field and a short advertising session is displayed during a latency period prior to the television re-tuning to the a television channel that does not contain advertising images. Once the retuning process is completed a viewer is then able for a predetermined period of time to view the base television program uninterrupted by advertising images. The system operates via a system where multiple television signals are multiplexed together and transmitted to a viewer location via a communication network. The first multiplexed signal (Channel A) contains a base television program and embedded interactive advertising image(s), the second signal (Channel B) is encrypted and contains an identical version of the said base television program no advertising images. The third Channel (Channel C) contains an advertising sequence which may be interactive. When a viewer interacts with an image displayed on

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The present invention may/will be utilized in conjunction with a variety of other advanced television system(s), method(s) and/or apparatus(s) including: a system allowing for a means of electronic product placement within television programs and/or commercial advertisements, and wherein video objects contained within a television program(s) and/or commercial(s) advertisement(s) are made user selectable and further processable via encoded data and/or a world wide network arrangement; a system requiring viewer input and/or participation within the context of a television commercial advertisement(s) (e.g. answer a trivia question, pick your favorite color of carpet, etc.) and wherein a viewer may/will be required to comply with the parameter(s) and guideline(s) of a television commercial video session which may/will require interactive input participation action(s) to be completed by a viewer in order for the said viewer to be permitted to view all of and/or a portion of a television commercial advertisement; a television commercial advertisement(s) viewer rewards program; a viewer consumer profile information rewards program; a system for user selectable and processable secondary display images placed within other television broadcast program(s); a system rewarding electronic coupon(s); and any other system that may/will be utilized with the present invention.

While the invention has been described with reference to the preferred embodiment thereof, it will be appreciated by those of ordinary skill in the art that various modifications can be made to the structure and function of individual parts of the system without departing from the spirit and scope of the invention as a whole.



SYSTEM AND METHOD ENABLING ADVERTISERS TO ADVERTISE VIA A  
SYSTEM OF INTERACTIVE ADVERTISEMENT IMAGES EMBEDDED AND  
DISPLAYED WITHIN ADVANCED TELEVISION PROGRAMMING & UTILIZED IN  
CONJUNCTION WITH ALTERNATE TELEVISION CHANNEL(S).

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Claims: I claim

1. A method and system to enable advertisers to advertise and market their product(s) and/or service(s) via a form of advanced television commercial advertising, which will comprise a series of television channels comprising:

- (a) a first television channel (the "Channel A");
- (b) a second television channel (the "Channel B");
- (c) a third television channel (the "Channel C").

2. The method of claim 1, wherein The present invention is a method and system of commerce effectuating the advertising and marketing of consumer product's through a system of advanced television advertising. The system comprises a system wherein interactive advertising images disruptive to the television viewing session are embedded within a television program in a manner whereby embedded image(s) appear within the visual field of a television program when viewed on an advanced television. In order for a viewer to remove the said image(s) from the visual field the viewer is required to interact with the image(s) via a viewer input device (e.g. remote control). Following the said viewer initiated interactive event the program containing the advertising image disappears from the visual field and a short advertising session is displayed during a latency period prior to the television re-tuning to the a television channel that does not contain advertising images. Once the retuning process I completed a viewer is then able for a predetermined period of time to view the base television program uninterrupted by advertising images. The system operates via a system where multiple television signals are multiplexed together and transmitted to a viewer location via a communication network. The first multiplexed signal (Channel A) contains a base television program and embedded interactive advertising image(s), the second signal (Channel B) is encrypted and contains an identical version of the said base television program no advertising images. The third Channel (Channel C) contains an advertising sequence which may be interactive. When a viewer interacts with

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